

ABSTRACT

It is targeted that CMs by e.g., television broadcast be detected automatically, an access site to detailed contents of a specified one of the CMs be acquired automatically, and connection be made automatically to the access site to enable accessing to the detailed information. A broadcasting station 302 sends out airing signals containing CMs. A consumer terminal (303) detects these CMs from the aired signals and connects to an access site information furnishing device (305) based on the airing time and the airing channel of the detected CM to acquire the access site information of the distribution terminal (301) for e.g., an article of commerce owning the detailed information pertinent to the CM. Based on the access site information, the consumer terminal (303) accesses the distribution terminal (301) to acquire the detailed information pertinent to the CM.

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